

Natural Sweetener Market - Forecasts from 2020 to 2025

<https://marketpublishers.com/r/N4AF18B45B17EN.html>

Date: August 2020

Pages: 129

Price: US\$ 3,950.00 (Single User License)

ID: N4AF18B45B17EN

Abstracts

The natural sweetener market was valued at US\$10.446 billion in 2019 and is expected to grow at a CAGR of 3.87% over the forecast period to reach a total market size of US\$13.115 billion in 2025. More and more consumers are embracing health and wellness while increasing their consumption of healthy food and beverage products. Consumers' shifting preference towards low-calorie food and beverage items in order to stay fit and healthy is the major driver of the natural sweetener market. There has been a substantial rise in the number of people suffering from obesity and related chronic diseases such as diabetes and COPD (chronic obstructive pulmonary disease) globally. According to the World Health Organization, worldwide obesity has nearly tripled since 1975. With rising healthcare costs associated with the long-term treatment of these diseases, people are choosing healthy dietary patterns that involve less calorie intake. This, in turn, is augmenting the demand for natural sweeteners in different regions. There have also been proven studies that show the positive correlation between sugar and cancer. As such, the rising number of cancer patients across the globe is also fuelling the market growth of natural sweeteners.

People nowadays are getting more aware about various ingredients being used in food and beverage items. According to the 2018, Natural & Health Survey from the International Natural Formation Council (IFIC) Foundation, 69 percent of Americans chose products with no artificial ingredients while only 32 percent opted for the product containing artificial ingredients. Moreover, strict regulations regarding labeling is also pressurizing food and beverage manufacturers to maintain transparency in terms of ingredients on labels and overall calorie intake. As a result, food and beverage manufacturers are also formulating products using natural sweetener which have zero calories as compared to sugar and artificial sweeteners. Governments, as well as international organizations, are also taking necessary measures creating awareness

among people about the harmful impact of high-calorie intake, thus contributing to the overall market growth of natural sweeteners. Natural sweetener market vendors are also adopting various growth strategies in order to capture the growing customer base, thereby spurring market growth.

The emerging popularity of several types of plant-based diets- vegan, lactovegetarian, ovo-vegetarian, pescatarian, and flexitarian- will further continue to boost the demand for plant-based natural sweetener in the coming years.

Natural Sweetener market is segmented by type, application, and geography. By type, the global natural sweetener market is segmented into coconut sugar, stevia, honey, maple syrup, and others. By application, the natural sweetener market is segmented as dairy, beverages, confectionery and bakery, processed food, and others.

North America holds a significant market share throughout the forecast period

Geographically, the global natural sweetener market is segmented as North America, South America, Europe, Middle East, and Africa (MEA), and Asia Pacific (APAC). North America accounted for a substantial share in the global natural sweetener market. High concerns about the consumption of sugar among the population of various age groups due to the growing prevalence of diabetes and obesity in North American countries is escalating the demand for natural sweeteners such as honey, stevia, and coconut sugar. According to the report released by the World Obesity Federation (WOF), more than 10 million adults in Canada are projected to live with obesity in eight years from 2018. Furthermore, favorable government policies and guidelines to encourage the reduction of sugar intake in daily diet is also contributing to the growth of this regional market. Asia Pacific natural sweetener market will experience a decent CAGR during the forecast period owing to the increasing number of food and beverage manufacturers expanding their facilities in the region. As the volume of global trade is rising, these companies having their manufacturing facilities across this region are increasingly demanding natural sweeteners so as to export their products in countries where the demand for products made with natural sweeteners is growing tremendously. The growing focus of consumers in countries like China, India, and Japan to stay fit and healthy is also propelling the APAC regional market growth.

Recent Developments:

June 2020: Sweegen announced its successful commercial production of Reb B (Bestevia Rebaudiosides). It is a highly soluble stevia sweetener

providing good performance in a range of applications, especially beverages.

March 2020: Sweegen launched Food and Beverage Application Centers in four global regions- North America, Latin America, Europe, and Asia-Pacific- in order to expand its application and technical support into local markets.

November 2019: Cargill and DSM announced the opening of a new \$50 fermentation plant to launch the commercial-scale production of the non-artificial, zero-calorie stevia sweetener- EverSweet.

October 2019: Sweegen received an additional strategic investment from and led by the global Japan-based chemical company Sumitomo Chemical to maintain its leadership in the stevia-based sweetener market. Also, part of this investment will support the company's expansion of a manufacturing facility in Europe.

May 2019: The global leading producer of stevia sweeteners, PureCircle, entered into a new stevia supply agreement with Merisant. PureCircle has been a partner and customer of Merisant for the last ten years. This extended partnership will focus on the supply of PureCircle's next-generation stevia sweetener ingredients like Reb M to Merisant.

February 2019: Tata Chemicals launched Tara Nx, a nutritional solutions brand, which includes Zero Sugar, a 100 percent natural sweetener made from stevia herb extract, and lactose.

Competitive Insights

Prominent key market players in the natural sweetener market include Sweegen, JG Group Stevia Canada, BENEIO, Cargill, Incorporated, Tate & Lyle, Ingredion Incorporated, Layn Corp., and Merisant Company. These companies hold a noteworthy share in the market on account of their good brand image and product offerings. Major players in the natural sweetener market have been covered along with their relative competitive position and strategies. The report also mentions recent deals and investments of different market players over the last two years.

Segmentation

By Type

Coconut Sugar

Stevia

Honey

Maple Syrup

Others

By Application

Dairy

Beverages

Confectionary and Bakery

Processed Food

Others

By Geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

United Kingdom

Germany

France

Spain

Italy

Others

Middle East and Africa

UAE

Saudi Arabia

Others

Asia Pacific

Japan

China

India

South Korea

Others

Contents

1. INTRODUCTION

- 1.1. Market Definition
- 1.2. Market Segmentation

2. RESEARCH METHODOLOGY

- 2.1. Research Data
- 2.2. Assumptions

3. EXECUTIVE SUMMARY

- 3.1. Research Highlights

4. MARKET DYNAMICS

- 4.1. Market Drivers
- 4.2. Market Restraints
- 4.3. Porters Five Forces Analysis
 - 4.3.1. Bargaining Power of Suppliers
 - 4.3.2. Bargaining Power of Buyers
 - 4.3.3. Threat of New Entrants
 - 4.3.4. Threat of Substitutes
 - 4.3.5. Competitive Rivalry in the Industry
- 4.4. Industry Value Chain Analysis

5. NATURAL SWEETENER MARKET ANALYSIS, BY TYPE

- 5.1. Introduction
- 5.2. Coconut Sugar
- 5.3. Stevia
- 5.4. Honey
- 5.5. Maple Syrup
- 5.6. Others

6. NATURAL SWEETENER MARKET ANALYSIS, BY APPLICATION

- 6.1. Introduction
- 6.2. Dairy
- 6.3. Beverages
- 6.4. Confectionary and Bakery
- 6.5. Processed Food
- 6.6. Others

7. NATURAL SWEETENER MARKET ANALYSIS, BY GEOGRAPHY

- 7.1. Introduction
- 7.2. North America
 - 7.2.1. North America Natural Sweetener Market, By Type
 - 7.2.2. North America Natural Sweetener Market, By Application
 - 7.2.3. By Country
 - 7.2.3.1. USA
 - 7.2.3.2. Canada
 - 7.2.3.3. Mexico
- 7.3. South America
 - 7.3.1. South America Natural Sweetener Market, By Type
 - 7.3.2. South America Natural Sweetener Market, By Application
 - 7.3.3. By Country
 - 7.3.3.1. Brazil
 - 7.3.3.2. Argentina
 - 7.3.3.3. Others
- 7.4. Europe
 - 7.4.1. Europe Natural Sweetener Market, By Type
 - 7.4.2. Europe Natural Sweetener Market, By Application
 - 7.4.3. By Country
 - 7.4.3.1. United Kingdom
 - 7.4.3.2. Germany
 - 7.4.3.3. France
 - 7.4.3.4. Spain
 - 7.4.3.5. Italy
 - 7.4.3.6. Others
- 7.5. Middle East and Africa
 - 7.5.1. Middle East and Africa Natural Sweetener Market, By Type
 - 7.5.2. Middle East and Africa Natural Sweetener Market, By Application
 - 7.5.3. By Country
 - 7.5.3.1. UAE

7.5.3.2. Saudi Arabia

7.5.3.3. Others

7.6. Asia Pacific

7.6.1. Asia Pacific Natural Sweetener Market, By Type

7.6.2. Asia Pacific Natural Sweetener Market, By Application

7.6.3. By Country

7.6.3.1. China

7.6.3.2. Japan

7.6.3.3. India

7.6.3.4. South Korea

7.6.3.5. Others

8. COMPETITIVE ENVIRONMENT AND ANALYSIS

8.1. Major Players and Strategy Analysis

8.2. Emerging Players and Market Lucrativeness

8.3. Mergers, Acquisitions, Agreements, and Collaborations

8.4. Vendor Competitiveness Matrix

9. COMPANY PROFILES

9.1. Sweegen

9.2. JG Group Stevia Canada

9.3. BENEEO

9.4. Cargill, Incorporated

9.5. Tate & Lyle

9.6. Ingredion Incorporated

9.7. Layn Corp.

9.8. Merisant Company

LIST OF FIGURES

LIST OF TABLES

I would like to order

Product name: Natural Sweetener Market - Forecasts from 2020 to 2025

Product link: <https://marketpublishers.com/r/N4AF18B45B17EN.html>

Price: US\$ 3,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/N4AF18B45B17EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970